

## Communications and engagement plan to support My Care My Way (New Model of Care) for North Staffordshire and Stoke-on-Trent CCGs

### Planned activities and events for second phase

Date	Activity	Comments
September 2015	Script narrative produced	Narrative produced and signed off and used by all stakeholders to ensure consistent message
September 2015	Social Media/Press release briefing	Bank of information produced and scheduled
12 <sup>th</sup> October 2015	Consultation Launch	Launch of official consultation
September 2015	Budget	Identify joint budget figure for consultation
September 2015	Identify venues for consultation	X 6 venues required
September 2015	Ensure email account from phase 1 still active	To use first phase email account
12 October 2015	Issue press release	Mark start of consultation Primary Care through Dr Emma Sutton
12 October 2015	Flyers issued detailing venues	
12 October 2015	Plan detail of events	Independent Chair and Independent Facilitators nominated
12 October 2015	Survey produced and signed off to go live	Uploaded to website
October 2015 to January 2016	1:1 Media interviews with CCG representatives	Identify representatives
September 2015	Preparation of proposals	Agreement by NHS England
12 October 2015	Publication of proposals	CCG's respective website, Twitter and possibly Facebook.
12 October 2015	Message to stakeholders	Emailed to respective communication leads
12 October 2015	Staff briefings – global email sent to all staff within UHNM/SSOTP	Communication and Engagement leads to disseminate
12 October 2015	Stakeholders- telephone call to key players including MP's and OSC	Communication and Engagement Staff to liaise with Key Players
12 October 2015	Public Consultation Commences	
27 <sup>th</sup> November 2015	Minimum of 6 public facing events completed	
January 2016	Further distribution of reminder of survey via: <ul style="list-style-type: none"> <li>• PPGs</li> <li>• Patient Congress</li> <li>• Membership</li> <li>• Voluntary Organisations (stakeholder database)</li> <li>• Local market stall engagement: <ul style="list-style-type: none"> <li>- Tunstall Market (13 January)</li> <li>- Longton (16 January)</li> </ul> </li> </ul>	Communication and Engagement leads

17 <sup>th</sup> January 2016	Consultation Ends	
End February 2016	Review of feedback. Independent evaluation.	Communication and Engagement Team to co-ordinate
End February 2016	Feedback and evaluation	Communication and Engagement Team to co-ordinate
Early March 2016	Publication of the outputs from the consultation	Communication and Engagement Team / Senior overall responsible officer
March 2016	Outputs from consultation shared with Northern Staffordshire Overview and Scrutiny committees	Senior overall responsible officer/ Communication and Engagement Team

## Key stages

Date	Duration	Stage	Process
	8 – 12 weeks	<b>Decision to review</b>	<b>1. Service provision review</b> <ul style="list-style-type: none"> <li>• Analysis of usage of current provision (Who, Why, When used?) and population's needs.</li> <li>• Research of intended users' knowledge and perceptions of current provision, and needs.</li> <li>• Review of current system; pros and cons, costs and issues to address.</li> </ul>
	4 – 8 weeks	<b>Decision to change</b>	<b>2. Pre-consultation</b> <ul style="list-style-type: none"> <li>• Clarification of objectives of change of provision</li> <li>• OSC + Healthwatch notification</li> <li>• Press briefing to 'warm up'</li> <li>• Stakeholder analysis</li> <li>• Stakeholder engagement</li> <li>• Strategy document development</li> <li>• Option development</li> <li>• Research with potential users to optimise options offered and presentation</li> </ul>
	2 – 4 weeks	<b>Decision to Consult</b>	<b>3. Clarify Consultation Strategy and Scope</b> <ul style="list-style-type: none"> <li>• Objectives of consultation; information only or collecting opinions?</li> <li>• Decide on options to put forward in consultation and how to present them</li> <li>• Decide on scale of consultation and key audiences to engage with</li> </ul>
	3-4 weeks	<b>Agree consultation scope</b>	<b>4. Develop Consultation document</b> <ul style="list-style-type: none"> <li>• Draft Consultation Document</li> <li>• Review Document with all key stakeholders( inc.OSC ) and improve</li> </ul>

Date	Duration	Stage	Process
			<ul style="list-style-type: none"> <li>• Test Document with intended audience, and improve</li> </ul>
	3-4 weeks	<b>Produce Draft Document</b>	<b>5. Final Preparations for Consultation</b> <ul style="list-style-type: none"> <li>• Gain sign off of Document from CCGs &amp; NHS England, LAT and OSC</li> <li>• Publish Consultation Document</li> <li>• Write Press Releases</li> <li>• Create online materials ( e.g. Feedback form/survey)</li> </ul>
	6-14 wks.	<b>Commence Consultation</b>	<b>6. Consultation</b> <ul style="list-style-type: none"> <li>• Ensure accessibility of document</li> <li>• Stakeholder engagement</li> <li>• Public meetings</li> <li>• Manage Press</li> </ul>
		<b>End of Consultation period</b>	